

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

What is claimed is:

1. (Currently Amended) A display device comprising:

a display unit adapted to allow a first polarized light to be emitted as display light; and

a control unit adapted to control the display unit;

the display unit includes:

a first polarized light selecting unit on a viewing side thereof, the first polarized light selecting unit transmitting the first polarized light and reflecting a second polarized light having a polarization axis crossing a polarization axis of the first polarized light;

a transmitting polarization axis varying unit;

a second polarized light selecting unit disposed between the first polarized light selecting unit and the transmitting polarization axis varying unit, the second polarized light selecting unit transmitting the first polarized light and absorbing the second polarized light; and

a third polarized light selecting unit disposed on a backside of the transmitting polarization axis varying unit, the third polarized light selecting unit transmits a third polarized light and absorbs a fourth polarized light having a polarization axis crossing a polarization axis of the third polarized light; and

wherein the control unit switches between a display mode, in which the first polarized light is emitted from the display unit as display light, and a mirror mode, in which the first polarized light is not emitted from the display unit; and

wherein the transmitting polarization axis varying unit converts at least a part of the third polarized light to the first polarized light.

2. (Original) The display device according to claim 1, wherein the control unit stops light emission from the display unit in the mirror mode.

3. (Currently Amended) A display device having a transmitting polarization axis varying unit, the display device including:

a first polarized light selecting unit disposed on a viewing side of the transmitting polarization axis varying unit; and

a second polarized light selecting unit disposed on a backside of the transmitting polarization axis varying unit,

wherein the first polarized light selecting unit transmits a first polarized light and reflects a second polarized light having a polarization axis crossing a polarization axis of the first polarized light,

the second polarized light selecting unit transmits a third polarized light and absorbs or ~~reflects~~ a fourth polarized light having a polarization axis crossing a polarization axis of the third polarized light, and

the transmitting polarization axis varying unit converts at least a part of the third polarized light to the first polarized light;

wherein a third polarized light selecting unit adapted to transmit the first polarized light and to absorb the second polarized light is disposed between the first polarized light selecting unit and the transmitting polarization axis varying unit.

4. (Original) The display device according to claim 3, wherein no other transmitting polarization axis varying unit is disposed on the viewing side of the first polarized light selecting unit.

5. (Cancelled)

6. (Currently Amended) The display device according to claim ~~[[5]]~~ 3 comprising:

a lighting device on the backside of the second polarized light selecting unit,

wherein the second polarized light selecting unit transmits the third polarized light and absorbs the fourth polarized light,

a fourth polarized light selecting unit disposed between the second polarized light selecting unit and the lighting device, and

the fourth polarized light selecting unit transmits the third polarized light and reflects the fourth polarized light.

7. (Original) The display device according to claim 3, wherein the second polarized light selecting unit transmits the third polarized light and reflects the fourth polarized light.

8. (Original) The display device according to claim 3, wherein a surface on the viewing side of the polarized light selecting unit is flat.

9. (Original) The display device according to claim 3, wherein a transparent protective film is formed on a surface on the viewing side of the first polarized light selecting unit.

10. (Original) The display device according to claim 3, wherein a lighting unit adapted to emit light to the viewing side is disposed on the backside of the second polarized light selecting unit.

11. (Original) The display device according to claim 10, wherein no light reflection component for reflecting outside light to the viewing side in a form supporting display is disposed between the first polarized light selecting unit and the lighting unit.

12. (Original) The display device according to claim 10, wherein the transmitting polarization axis varying unit does not emit the first polarized light when the lighting unit is off.

13. (Original) The display device according to claim 3, wherein a polarized light selecting area of the first polarized light selecting unit extends beyond an area overlapping a transmitting polarization axis varying area of the transmitting polarization axis varying unit.

14. (Original) The display device according to claim 10, wherein a light amount emitted in a normal direction is greatest in an emission angle distribution of luminous light of the lighting unit.

15. (Original) The display device according to claim 14, wherein the luminous light of the lighting unit is mainly distributed at an emission angle ranging from zero (0) to forty (40) degrees.

16. (Original) The display device according to claim 14, wherein the luminous light of the lighting unit is one fiftieth ( $1/50$ ) or below of a light amount in the normal direction for a range exceeding an emission angle of forty five (45) degrees.

17. (Original) The display device according to claim 3, wherein a color filter is disposed on the backside of the first polarized light selecting unit.

18. (Original) The display device according to claim 3, wherein a retarder is disposed between the first polarized light selecting unit and the transmitting polarization axis varying unit.

19. (Original) The display device according to claim 3, wherein a transparent member is disposed on the viewing side of the first polarized light selecting unit, and the first polarized light selecting unit is directly or indirectly disposed adjacent the transparent member.

20. (Original) The display device according to claim 19, wherein the first polarized light selecting unit is bonded to the transparent member by a transparent substance.

21. (Original) The display device according to claim 19, wherein a surface of the transparent member on the first polarized light selecting unit is flat.

22. (Original) The display device according to claim 19, wherein a surface on the viewing side of the transparent member is curved.

23. (Original) An electronic device comprising the display device according to claim 1.

24. (Original) An electronic device comprising:  
the display device according to claim 3; and  
a display drive unit adapted to drive the transmitting polarization axis  
varying unit.

25. (Original) An electronic device comprising:  
the display device according to claim 10;  
display drive unit adapted to drive the transmitting polarization axis  
varying unit; and  
a lighting control unit adapted to control the lighting unit.

26. (Currently Amended) An electronic device comprising:  
a display unit that includes:  
a first polarized light selecting unit adapted to transmit a first  
polarized light and to reflect a second polarized light having a polarization axis crossing  
a polarization axis of the first polarized light on a viewing side thereof[.]; and  
a transmitting polarization axis varying unit; and  
a second polarized light selecting unit disposed between the first  
polarized light selecting unit and the transmitting polarization axis varying unit, the  
second polarized light selecting unit transmitting the first polarized light and absorbing  
the second polarized light; and  
a third polarized light selecting unit disposed on a backside of the  
transmitting polarization axis varying unit, the third polarized light selecting unit  
transmits a third polarized light and absorbs a fourth polarized light having a polarization  
axis crossing a polarization axis of the third polarized light; and  
a transmissive display mode, in which the first polarized light is emitted  
from the first polarized light selecting unit on the viewing side to allow the first polarized  
light to be observed on the viewing side, and a mirror mode, in which the first polarized

light is not emitted from the first polarized light selecting unit and the first polarized light selecting unit is used as a mirror on the viewing side of display unit, are switchable;

wherein the transmitting polarization axis varying unit converts at least a part of the third polarized light to the first polarized light.

27. (Original) The electronic device according to claim 26 further comprising an input part for allowing an operation of the display device or for allowing data input to display in the display device,

wherein the input part is operated to allow switching between the transmissive display mode and the mirror mode.

28. (Currently Amended) A display device comprising:  
an electro-optical panel;  
a first absorption polarizer on one side of the electro-optical panel;  
a reflective polarizer on the other side of the electro-optical panel; and  
a second absorption polarizer disposed between the reflective polarizer and the electro-optical panel;

wherein the reflective polarizer transmits a first polarized light and reflects a second polarized light that has a polarization axis that crosses a polarization axis of the first polarized light;

the second absorption type polarizer transmits the first polarized light and absorbs the second polarized light;



the first absorption type polarizer transmits a third polarized light and absorbs a fourth polarized light having a polarization axis crossing a polarization axis of the third polarized light; and

the electro-optic panel converts at least a part of the third polarized light to the first polarized light.

29. (Previously Presented) The display device according to Claim 28, further comprising a retarder disposed between the second absorptive polarizer and the electro-optical panel.

30. (Previously Presented) The display device according to Claim 28, further comprising a retarder disposed between the first absorptive polarizer and the electro-optical panel.

31. (Previously Presented) The display device according to Claim 28, further comprising a reflective polarizer disposed farther from the electro-optical panel than the first absorptive polarizer.

32. (Previously Presented) The display device according to Claim 28, further comprising a light source disposed farther from the electro-optical panel than the first absorptive polarizer.

33. (Currently Amended) The display device according to Claim 28, wherein the reflective polarizer is the outermost polarizer at the side of the electro-optical panel to which the ~~first~~ second absorption polarizer and the reflective polarizer are disposed.

34. (New) A display device comprising:

a transmitting polarization axis varying unit;

a first polarized light selecting unit on a viewing side of the transmitting polarization axis varying unit, the first polarized light selecting unit transmitting a first polarized light and reflecting a second polarized light having a polarization axis crossing a polarization axis of the first polarized light;

a second polarized light selecting unit disposed on a backside of the transmitting polarization axis varying unit, the second polarized light selecting unit transmits a third polarized light and absorbs a fourth polarized light having a polarization axis crossing a polarization axis of the third polarized light; and

a lighting unit disposed on a backside of the second polarized light selecting unit, the lighting unit emitting light to the viewing side;

wherein the transmitting polarization axis varying unit converts at least a part of the third polarized light to the first polarized light;

the display device switches between a display mode, in which a display light is emitted from the transmitting polarization axis varying unit, and a mirror mode, in which the lighting unit is set in an off state or/and the transmitting polarization axis varying unit is set in a light blocking state; and

no other transmitting polarization axis varying unit is disposed on the viewing side of the first polarized light selecting unit.

35. (New) The display device according to claim 34, wherein the transmitting polarization axis varying unit is a liquid crystal display.

36. (New) A display device comprising:

a transmitting polarization axis varying unit;

a first polarized light selecting unit on a viewing side of a transmitting polarization axis varying unit, the first polarized light selecting unit transmitting a first polarized light and reflecting a second polarized light having a polarization axis crossing a polarization axis of the first polarized light;

a second polarized light selecting unit disposed on a backside of the transmitting polarization axis varying unit, the second polarized light selecting unit transmits a third polarized light and absorbs or reflects a fourth polarized light having a polarization axis crossing a polarization axis of the third polarized light; and

a lighting unit disposed on a backside of the second polarized light selecting unit, the lighting unit emitting light to the viewing side;

wherein the transmitting polarization axis varying unit converts at least a part of the third polarized light to the first polarized light;

the display device switches between a display mode, in which a display light is emitted from the transmitting polarization axis varying unit, and a mirror mode, in which the lighting unit is set in an off state; and

wherein an emission angle distribution of luminous light of the lighting unit in the display mode includes a greatest light amount emitting in a direction orthogonal to the display screen.